

COUNTY OF LOS ANGELES
DEPARTMENT OF PARKS AND RECREATION
"Creating Community Through People, Parks and Programs"



November 15, 2005

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**APPROVAL OF MAXIMUM AND MINIMUM
2006 TICKET AND PARKING PRICE SCHEDULE FOR
THE HOLLYWOOD BOWL
(THIRD DISTRICT – 3 - VOTE MATTER)**

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

1. Find that this action is exempt from the California Environmental Quality Act (CEQA).
2. Adopt the resolution approving the minimum and maximum ticket prices proposed by the Los Angeles Philharmonic Association for the 2006 Hollywood Bowl season.
3. Approve the schedule of maximum and minimum ticket prices for the 2006 Hollywood Bowl season as outlined in Attachment A.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The Los Angeles Philharmonic Association (the Association) has submitted its proposed schedule for maximum and minimum price tickets for the 2006 Hollywood Bowl season as required by the Operating Agreement between the County and the Association.

The Association seeks to increase ticket prices to accommodate increased production, labor, marketing and artists' costs. The Association has developed a price schedule that keeps tickets reasonable and competitive with other venues in Los Angeles County.

On October 25, 2005, your Board approved a partial list of maximum and minimum 2006 ticket prices proposed by the Association. The Association has submitted the following additional 2006 maximum and minimum ticket changes for your approval:

Special Event Tickets

The Association would like to continue the special pricing for non-subscription events presented by the Los Angeles Philharmonic Association. The Association seeks to attract artists previously unavailable to the Hollywood Bowl because of the high appearance fees artists request for these special events.

Therefore, the Association is requesting increases for some special-event prices to present these high-caliber acts that would otherwise only be brought to the Bowl by outside promoters. The Association proposes increases ranging from \$3-\$130 with prices ranging from \$25 to a maximum of \$250 depending on location. The ticket pricing for these events would be adjusted to reflect the appropriate performance/performers. There are no proposed increases for sections Q-U and W.

Hollywood Bowl Gala Benefits

The Association proposes increases ranging from \$4-\$5 with prices ranging from \$10-\$120 depending on location.

Summer Sounds

A \$1 increase from \$5 to \$6, per person, is proposed. A \$1 increase, from \$3 to \$4, per person, is proposed for the Art's Workshop, six week children's program, to cover the cost of materials.

Parking

A \$3 decrease from \$4 to \$1 is proposed on minimum parking per vehicle. Parking for buses and limousines are double the prices of standard sized vehicles.

Implementation of Strategic Plan Goals

Approval of this action will enhance our Service Excellence (Goal #1) by providing the funding to increase the quality level of programming at the Hollywood Bowl.

FISCAL IMPACT/FINANCING

There is no fiscal impact on the County General Fund.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The operating Agreement between the County and the Association requires that your Board approve changes to prices charged for tickets at the Hollywood Bowl. On October 25, 2005 your Board approved a partial list of maximum and minimum 2006 ticket prices proposed by the Association. By this action, we are requesting that your Board approve the remaining list of proposed ticket price changes for the 2006 Hollywood Bowl season.

The proposed pricing schedule is outlined in Attachment A.

In accordance with Section 50402 of the Government Code, these changes may be approved by a resolution of your Board.

Public Hearing Notice

Public hearing notice requirements of Government Code Section 6062(a) have been satisfied and public hearing requirements of Government Code Section 66018, for fee increases, will be satisfied by this action.

County Counsel has approved the attached resolution as to form.

ENVIRONMENTAL IMPACT STATEMENT/NEGATIVE DECLARATION

The proposed increases are for the purpose of: (1) meeting operating expenses, including employee wage rates and fringe benefits, or (2) purchasing and leasing supplies, equipment or materials, or (3) meeting financial reserve needs and requirements and, therefore, the proposed actions are exempt from the CEQA pursuant to Section 21080(b)(8)(A)(B)(C) of the Public Resources Code.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

These changes are not anticipated to have a significant impact on services at the Hollywood Bowl.

The Honorable Board of Supervisors
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CONCLUSION

It is requested that three (3) conformed copies of this action be returned to the Department of Parks and Recreation for distribution.

Respectfully yours,



Russ Guiney
Director

RG:TF:tf

Attachments

c: David E. Janssen, Chief Administrative Officer
Violet Varona-Lukens, Executive Officer, Board of Supervisors
Raymond G. Fortner, Jr., Chief Deputy County Counsel

LOS ANGELES PHILHARMONIC ASSOCIATION HOLLYWOOD BOWL 2006 TICKET AND PARKING PRICES

Special Events Ticket Prices

	<u>2005</u>	<u>2006</u>	<u>Increase/ (Decrease)</u>
Pool Circle	\$140.00	\$250.00	\$110.00
Garden Boxes	\$120.00	\$250.00	\$130.00
Terrace Boxes	\$105.00	\$175.00	\$70.00
Side Boxes	\$105.00	\$175.00	\$70.00
Ramps	\$50.00	\$95.00	\$45.00
D,E,G,J	\$65.00	\$95.00	\$30.00
Superseats	\$90.00	\$95.00	\$5.00
F & K	\$60.00	\$70.00	\$10.00
M & N	\$60.00	\$65.00	\$5.00
L & P	\$52.00	\$55.00	\$3.00
Q - U	\$45.00	\$45.00	\$0.00
W	\$30.00	\$30.00	\$0.00
V & X	\$20.00	\$25.00	\$5.00

LOS ANGELES PHILHARMONIC ASSOCIATION HOLLYWOOD BOWL 2006 TICKET AND PARKING PRICES

	2005		2006	
	<u>Maximum</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Minimum</u>
Special Events	\$ 140.00	\$ 20.00	\$ 250.00	\$ 25.00
Hollywood Bowl Gala Benefits	\$ 115.00	\$ 6.00	\$ 120.00	\$ 10.00
Summer Sounds	\$ 5.00	\$ 3.00	\$ 6.00	\$ 4.00
Parking* (Standard sized vehicle) Includes 10% city parking tax	\$ 30.00	\$ 4.00	\$ 30.00	\$ 1.00

Buses and limousines are double

*Includes parking at the John Anson Ford Amphitheatre.

**RESOLUTION TO INCREASE VARIOUS FEES
AT THE HOLLYWOOD BOWL**

WHEREAS, the Lease Agreement Number 74998 between the County and the Los Angeles Philharmonic Association executed on June 22, 2004, requires the Association to submit its proposed maximum and minimum schedule of ticket prices to the Board for approval; and

WHEREAS, it is in the County's interest to maintain the high standards expected by the public at the Hollywood Bowl; and

WHEREAS, the Association has submitted their proposed schedule in accordance with the Agreement; and

WHEREAS, the County has reviewed a market survey and analysis of the proposed schedule and finds the pricing schedule is appropriate; and

WHEREAS, these costs do not exceed the cost of the services provided by the County; and

WHEREAS, these increases will help offset operating costs; and

WHEREAS, the additional funding is in the public interest and welfare; and

WHEREAS, pursuant to Government Code Section 50402, the County has the authority to charge for use of park and recreational facilities as may be provided by resolution of the governing body; and

WHEREAS, the County has conducted a noticed public hearing on the fee increases; and

NOW THEREFORE BE IT RESOLVED by the Board of Supervisors of the County of Los Angeles, State of California as follows:

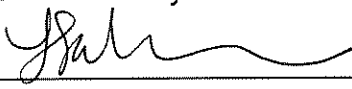
The Los Angeles Philharmonic Association may make the adjustments to the maximum and minimum price schedule only as outlined in "Attachment A" entitled "Los Angeles Philharmonic Association Hollywood Bowl 2006 Ticket and Parking Prices."

The foregoing resolution was adopted on the _____ day of _____, 2005, by the Board of Supervisors of the County of Los Angeles and ex-officio the governing body of all other special assessment and taxing districts, agencies and authorities for which said Board so acts.

VIOLET VARONA-LUKENS, Executive Officer-Clerk
Of the Board of Supervisors of the County of Los Angeles

By _____
Deputy

APPROVED AS TO FORM:
Office of the County Counsel

By  _____
Deputy